

# **North America Aviation System**

## **Chapter 2.3**

**PNR**

# **Passenger Name Record**



# Definitions

- Effective Date – the date a new flight is scheduled to operate
- Discounted – the date a flight stops operating
- Minimum Connecting Time – the amount of time a reservationist must leave in between 2 flights to allow passengers and baggage to transfer from the first plane to the second

# Frequent Flyer Programs

- An airline marketing strategy, that helps airlines to make a profit as well as build loyalty.
- American – AAdvantage Program
- Continental – OnePass
- Delta – Sky Miles
- Northwest – Worldperks
- Southwest – Rapid Rewards
- United – Mileage Plus

# Tickets, Tickets, Tickets

- Ticketless travel is known as e-tickets
- ARC handles the accounting of ticket sales between agencies and airlines
- A federal tax is paid on every ticket sold in the U.S.
- Once commissions were capped for travel agencies, the agencies started charging service fees

# Buying Airline Tickets

- Airline at Airport
- Telephone
- Travel Agents
- City Ticket Office
- Internet



# Pricing

- Price is the most important factor when buying a travel product
- Southwest is the USA's largest low-fare carrier

